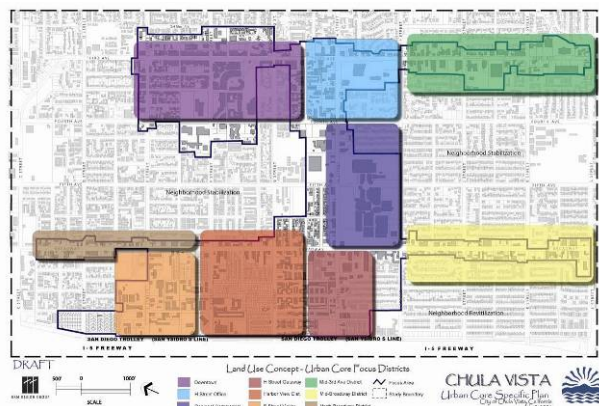


City of Chula Vista Urban Core Specific Plan



Visual Preference Survey – Preliminary Results

September 29, 2004
High School Public Workshops
(Castle Park and Hilltop High Schools)

DOWNTOWN

Low to Mid-Rise

CASTLE PARK H.S.

HILLTOP H.S.

Appropriate Height/Massing:

4 stories (33%)
3 stories (30%)
7 stories (22%)
1 story (16%)

3 stories (42%)
4 stories (25%)
7 stories (25%)
1 story (8%)

Top-Rated Image:



50% Appropriate
17% Neutral
30% Not Appropriate



74% Appropriate
17% Neutral
9% Not Appropriate

Bottom-Rated Image:



25% Appropriate
22% Neutral
50% Not Appropriate



30% Appropriate
11% Neutral
58% Not Appropriate

H STREET OFFICE

Mid to High-Rise

CASTLE PARK H.S.

HILLTOP H.S.

Appropriate Height/Massing:

8 stories (33%)
4 stories (28%)
12 stories (23%)
16 stories (12%)

16 stories (45%)
8 stories (23%)
12 stories (17%)
4 stories (15%)

Top-Rated Image:



78% Appropriate
12% Neutral
6% Not Appropriate



72% Appropriate
15% Neutral
9% Not Appropriate

Bottom-Rated Image:



34% Appropriate
11% Neutral
50% Not Appropriate



13% Appropriate
23% Neutral
58% Not Appropriate

CHULA VISTA REGIONAL COMMERCIAL CENTER

Low to Mid-Rise

CASTLE PARK H.S.

HILLTOP H.S.

Appropriate Height/Massing:

4 stories (33%)
3 stories (33%)
7 stories (20%)
1 story (11%)

7 stories (40%)
3 stories (34%)
4 stories (15%)
1 story (6%)

Top-Rated Image:



47% Appropriate
23% Neutral
28% Not Appropriate



60% Appropriate
23% Neutral
17% Not Appropriate

Bottom-Rated Image:



20% Appropriate
28% Neutral
47% Not Appropriate



30% Appropriate
25% Neutral
45% Not Appropriate

E STREET VISITOR DISTRICT

Mid to High-Rise

CASTLE PARK H.S.

HILLTOP H.S.

Appropriate Height/Massing:

8 stories (34%)
4 stories (33%)
16 stories (16%)
12 stories (12%)

8 stories (36%)
16 stories (32%)
4 stories (23%)
12 stories (8%)

Top-Rated Image:



55% Appropriate
27% Neutral
19% Not Appropriate



66% Appropriate
11% Neutral
19% Appropriate

Bottom-Rated Image:



31% Appropriate
16% Neutral
48% Not Appropriate



32% Appropriate
15% Neutral
49% Not Appropriate

HARBOR VIEW DISTRICT

Low to Mid-Rise

CASTLE PARK H.S.

HILLTOP H.S.

Appropriate Height/Massing:

3 stories (34%)
1 story (28%)
4 stories (25%)
7 story (9%)

3 stories (43%)
7 stories (25%)
4 stories (21%)
1 story (8%)

Top-Rated Image:



61% Appropriate
20% Neutral
17% Not Appropriate



79% Appropriate
17% Neutral
4% Not Appropriate

Bottom-Rated Image:



16% Appropriate
20% Neutral
61% Not Appropriate



25% Appropriate
17% Neutral
57% Not Appropriate

H STREET GATEWAY

Mid to High-Rise

CASTLE PARK H.S.

HILLTOP H.S.

Appropriate Height/Massing:

4 stories (30%)
8 stories (27%)
16 stories (20%)
12 stories (16%)

8 stories (36%)
4 stories (26%)
16 stories (26%)
12 stories (8%)

Top-Rated Image:



67% Appropriate
17% Neutral
9% Not Appropriate



79% Appropriate
4% Neutral
13% Not Appropriate

Bottom-Rated Image:



28% Appropriate
16% Neutral
50% Not Appropriate



38% Appropriate
13% Neutral
47% Not Appropriate

PROPOSED GENERAL PLAN HEIGHT CATEGORIES:

Low Rise	1 to 3 stories
Mid Rise	4 to 7 stories
High Rise	8 or more stories